PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Anita Rao **DATE:** March 6, 1996

FROM: Kathy McGrath

SUBJECT: MARLBORO COOKBOOK EVENT

The following outlines the Event Marketing creative needs for the Marlboro Cookbook event:

Kiosk:

Attached is a schematic drawing of the kiosk. Graphics are to be placed in highlighted areas.

The kiosk is triangular in shape. The bottom portion the kiosk has two areas available for branding (the third side will serve as the entrance/exit to the unit). The top portion of the kiosk has three panels available for graphics.

Dimensions:

- Bottom Panels: 5'6" x 3'0"

  Top Panels:
  Sides 1 and 2: 5'6" x 1'6"
  Side 3: 7'9" x 1'6"

Alexandra Shapiro worked on creating the Marlboro generic kiosks. Please revise the graphics already submitted by Alexandra to include both cookbook logos: round logo on the bottom panels and rectangular logo on the top panels.

Concepts Due For Review: Wednesday, March 13

Grill Skirting:

Seek creative development for skirting to cover undercarriage of the grill tractor.

Should we brand the skirting or go with a solid red skirting? If this piece is branded, warning boxes are not needed as the piece will be covered by the warning on the grill.

Dimensions: 48' long x 58" high

Concepts Due For Review: Wednesday, March 13

Hospitality Skirting:

Utilizing cookbook logos, please develop skirting for the hospitality or tasting area. The attached illustrates the skirting presently used for the Marlboro Music hospitality area.

Dimensions: Will be provided by Monday, March 11

Concepts Due For Review: Monday, March 18

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Source: https://www.industrydocuments.ucsf.edu/docs/jjcn0004

Hospitality Unit "Slip Covers":

The hospitality unit is actually a tractor trailer. Once it arrives on site, the outer walls of the truck open out to form a platform. However, the front and back walls of the truck stay in place.

We are looking to produce a banner, with cookbook graphics, slip down over these walls.

Dimensions: Will be provided by Monday, March 11

Concepts Due For Review: Monday, March 18

Cookbook Signage:

Creative needed to publicize the cookbook at the entrance to the exhibit area. Will be displayed on an easel at the entrance to the area.

Concepts Due For Review: Monday, March 18

Cookout Iron Sweeps Visual:

Creative needed to illustrate the cookout irons that will be raffled off throughout the event to smokers 21 and over who participate in the Marlboro cookbook tasting event. Will be displayed on an easel at the entrance to the area.

Winners names will be selected from the name generation cards filled out at the entrance to the exhibit. Winners need not be present to win (we will mail the cookout irons to those who are not present).

Concepts Due For Review: Monday, March 18

Recipe Visuals:

Seeking graphics of the actual food found in the cookbook - similar to the graphics used in the cafeteria program. These items will be displayed on easels throughout the area.

Concepts Due For Review: Monday, March 18

Logo Art:

Logo art needed for placement on items such as cups, napkins, and key chains. Exact formats required will be supplied as soon as vendors are selected.

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cc:
G. Fawcett
J. Fontanez
D. Hingst

Source: https://www.industrydocuments.ucsf.edu/docs/jjcn0004